



FOR YOUR INFORMATION

J. Yvette Robinson

DATE: January 13, 1999

TO: Ina Broeman

SUBJECT: Community Event Marketing 1998/1999 Cost Comparison

For 1999, we recommend 17 events versus 23 events in 1998. A 26% reduction in sponsorship participation versus 1998. Additionally, CEM will have an overall budget reduction of 21% in 1999 versus 1998.

CEM has eliminated the following events from the 1999 calendar:

<u>Event</u>	<u>City/State</u>	<u>Date</u>
Red Earth Festival	Oklahoma City, OK	6/10-13
Viva Mexico	Chicago, IL	7/18
Bronx Festival	Bronx, NY	7/31
New York Irish Festival*	Long Island, NY	8/21-22
14 Street Brazilian Festival	New York, NY	9/5
Expo Feria	New York, NY	9/10-12

* Events recommended and partially supported (\$) by Corporate Affairs

As requested, listed are the cost comparisons for CEM 1998 and 1999.

	<u>1998</u>	<u>1999</u>	<u>Variance</u>
Sponsorships Costs:	\$692,763	\$624,500	\$ 68,263
POS Materials/ Incentives:	\$375,000	\$100,000	\$275,000
Agency Artwork:	\$240,000	\$ 50,000	\$190,000
Non-Agency Artwork:	\$ 25,000	\$ 5,000	\$ 20,000
Purchased Services:	\$150,000	\$ 25,000	\$125,000
Professional Services:	\$185,000	\$ 40,000	\$145,000

2070941250

Subject: CEM 98/999 Costs

Date: January 13, 1999

Page 2

	<u>1998</u>	<u>1999</u>	<u>Variance</u>
CEM Vendors			
Phoenix Mktg.	\$265,748	\$235,000	\$ 30,748
Summitt Mgmt:	\$330,175	\$330,175	----
See Factor:	\$399,020	\$399,020	----
Henry Cardenas:	<u>\$484,100</u>	<u>\$484,100</u>	<u>-----</u>
Sub-Total	\$3,146,806	\$2,292,795	\$854,011
Minority Advertising			
PM USA CEM:	\$250,000	\$250,000	---
Club Benson & Hedges Bar Program:	\$300,000	\$350,000	---
Marlboro Latin Dance Bar Program:	\$200,000	\$200,000	---
Leo Burnett:	<u>\$250,000</u>	<u>\$200,000</u>	<u>-----</u>
Sub-Total	\$1,000,000	\$1,000,000	----
Grand Total	\$4,146,806	\$3,292,795	\$854,011

If you have additional questions, please let me know. Thanks.

jyr/me

cc: S. Anderson
T. Carraro
J. Fontanez
M. Griffin

2070941251